

ORDER



Orders	Order / Rev:	00105149	Primary AE:	Amy McCreary
	Alt Order #:	06838590	Sales Office:	BLPHI
	Product Desc:	AMER FOR PROSPERITY	Sales Region:	National
	Estimate:	466		
	Flight Dates:	08/28/12 - 09/03/12		
	Original Date / Rev:	08/06/12 / 08/09/12		
	Order Type:	GENERAL		

Agency	Name:	Mentzer Media Services, Inc.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		600 Fairmont Ave. Towson, MD 21286	Agency Commission:	15%

Advertiser	Name:	Americans for Prosperity -Revised	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PLI2	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSED, GEN		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	51	\$41,775.00	\$35,508.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	51	\$41,775.00	\$35,508.75	0.00
Totals	51	\$41,775.00	\$35,508.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$41,775.00
Market	100%	\$112,905.41

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$33,871.62
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$23,710.14
KTUD	0%	\$0.00
KVVU	10%	\$11,290.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,258.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/28/12	08/31/12	M-F 6-7a WakeUp w/Wagners	M-F 6-7a WakeUp w/Wagners	6-7a	-TWTF--	:30	4	\$700.001	0.00	NM	4	\$2,800.00	
WAKE UP W/ WAGNERS															
		Start Date	End Date	Weekdays		Spots/Week	Rate	Rating							
		Week: 08/27/12	09/02/12	-TWTF--		4	\$700.00	0.00							

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	KSNV	08/28/12	08/31/12	M-F	6-7a WakeUp w/Wagners		6-7a	-TWTF--	:30	4	\$700.001	0.00	NM		4	\$2,800.00	
WAKE UP W/ WAGNERS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 08/27/12	09/02/12		-TWTF--		4	\$700.00									
E 2	KSNV	08/28/12	08/31/12	Today Show		CM	658a-9am	-TWTF--	:30	3	\$1,400.001	0.00	NM		3	\$4,200.00	
TODAY SHOW																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 08/27/12	09/02/12		-TWTF--		3	\$1,400.00									
E 3	KSNV	08/28/12	08/31/12	M-F	Today Show II	3rd HOM	9-10a	-TWTF--	:30	3	\$500.001	0.00	NM		3	\$1,500.00	
TODAY SHOW 2																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 08/27/12	09/02/12		-TWTF--		3	\$500.00									
E 4	KSNV	08/28/12	08/31/12	Dr. Phil		CM	3-4p	-TWTF--	:30	4	\$450.001	0.00	NM		4	\$1,800.00	
DR PHIL																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 08/27/12	09/02/12		-TWTF--		4	\$450.00									
E 5	KSNV	08/28/12	08/31/12	M-F	Early News		CM	5-630p	-TWTF--	:30	4	\$1,000.001	0.00	NM		4	\$4,000.00
EARLY NEWS 3 AT 5																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 08/27/12	09/02/12		-TWTF--		4	\$1,000.00									
E 6	KSNV	08/28/12	08/31/12	M-F	Jeop/Wheel		CM	630-730pm	-TWTF--	:30	4	\$1,000.001	0.00	NM		4	\$4,000.00
JEOPARDY/WHEEL																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 08/27/12	09/02/12		-TWTF--		4	\$1,000.00									
E 7	KSNV	08/28/12	08/31/12	Face to Face w/ Ralston	CM		730-758pm	-TWTF--	:30	3	\$800.001	0.00	NM		3	\$2,400.00	
FACE TO FACE																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 08/27/12	09/02/12		-TWTF--		3	\$800.00									
E 8	KSNV	08/28/12	08/31/12	M-F	News 3 at Eleven		CM	11pm-1135pm	-TWTF--	:30	3	\$1,100.001	0.00	NM		3	\$3,300.00
NEWS 3 NITESIDE																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 08/27/12	09/02/12		-TWTF--		3	\$1,100.00									
E 9	KSNV	08/28/12	08/31/12	The Tonight Show		CM	1135p-1237a	-TWTF--	:30	4	\$425.001	0.00	NM		4	\$1,700.00	
TONIGHT SHOW																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 08/27/12	09/02/12		-TWTF--		4	\$425.00									
E 10	KSNV	09/01/12	09/01/12	Saturday Today		CM	7a-9am	-----S-	:30	1	\$625.001	0.00	NM		1	\$625.00	
SAT TODAY																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 08/27/12	09/02/12		-----S-		1	\$625.00									
N11	KSNV	09/01/12	09/01/12	Sa-Su Early News		CM	5pm-630pm	-----S-	:30	1	\$650.001	0.00	NM		1	\$650.00	
EARLY NEWS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 08/27/12	09/02/12		-----S-		1	\$650.00									
N12	KSNV	09/01/12	09/01/12	Weekend Jeopardy/Whe	CM		630-730pm	-----S-	:30	1	\$500.001	0.00	NM		1	\$500.00	
JEOPARDY/WHEEL																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>									
		Week: 08/27/12	09/02/12		-----S-		1	\$500.00									
N13	KSNV	09/01/12	09/01/12			CM	730-758pm	-----S-	:30	1	\$375.001	0.00	NM		1	\$375.00	

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Advertiser: Americans for Prosperity
Product Desc: AMER FOR PROSPERITY
Estimate: 466

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
To the Point - PM															
To the Point															
TO THE POINT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/27/12	09/02/12	-----S-			1	\$375.00			0.00					
N 14	KSNV	09/01/12	09/01/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS 3 NITESIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/27/12	09/02/12	-----S-			1	\$1,100.00			0.00					
N 15	KSNV	09/02/12	09/02/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
News 3 Sunrise SUNDAY															
NEWS SUN WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/27/12	09/02/12	-----S			1	\$325.00			0.00					
N 16	KSNV	09/02/12	09/02/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/27/12	09/02/12	-----S			1	\$625.00			0.00					
N 17	KSNV	09/02/12	09/02/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
Meet the Press															
MEET THE PRESS SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/27/12	09/02/12	-----S			1	\$3,000.00			0.00					
N 18	KSNV	09/02/12	09/02/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/27/12	09/02/12	-----S			1	\$1,100.00			0.00					
N 19	KSNV	09/02/12	09/02/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
Sports Night in Las Vegas															
SPORTS IN VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/27/12	09/02/12	-----S			1	\$400.00			0.00					
N 20	KSNV	09/03/12	09/03/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
M-F 6-7a WakeUp w/Wagners															
WAKE UP W WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12	M-----			1	\$700.00			0.00					
N 21	KSNV	09/03/12	09/03/12	Today Show	CM	658a-9am	M-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12	M-----			1	\$1,400.00			0.00					
N 22	KSNV	09/03/12	09/03/12	M-F Today Show II	CM	9-10a	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
3rd HOM															
M-F Today Show II															
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12	M-----			1	\$500.00			0.00					
N 23	KSNV	09/03/12	09/03/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
Dr Phil															
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12	M-----			1	\$450.00			0.00					
N 24	KSNV	09/03/12	09/03/12	M-F Early News	CM	5-630p	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12	M-----			1	\$1,000.00			0.00					
N 25	KSNV	09/03/12	09/03/12		CM	630-730pm	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00

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